

Commercial Recreation and Tourism (REC 3033)
September 10, 2005

Plan Critique Written Paper

Paper is due no later than Friday October 28

Each student will thoroughly examine a tourism plan or alternatively, a business plan for a tourism or commercial recreation related enterprise. Students will select a plan of their choice. You may want to consult me regarding the choice of your plan. The critique should address the areas below:

- 1) A general description of the plan and the process that originated it
 - why was the plan developed?
 - who wrote the plan?
 - how long did the planning process take?
 - who participated (key individuals, interest groups, agencies)?
 - does the plan state who the intended audience is for the plan?
- 2) The critique should describe the goals and objectives contained in the plan
 - does the plan contain goals and objectives?
 - what is the philosophical orientation of the plan? (e.g., anthropocentric vs. biocentric)
 - are the goals expressed as desired outcomes and they client or citizen-oriented?
 - are the goals mutually exclusive or are some of the goals conflicting and ambiguous?
 - in the case of conflicting goals, does the plan prioritize the goals, i.e., which goals are more important?
 - do the objectives relate back to the plan goals?
 - are the plan objectives specific, measurable, and time-delimited?
 - do the objectives speak to the needs of the clients or citizens?
- 3) The critique should describe the extent of public or community involvement (if any) in the planning process
 - did the plan involve meetings with client or community groups?
 - who facilitated the meetings?
 - to what extent were the planning participants representative of the individuals that will be impacted by the plan?
 - does the plan contain any indication of acceptance of the plan by client or community groups?
- 4) The critique should describe the marketing research that informed the plan
 - was the research conducted by outside individuals or organizations?
 - who conducted the research?
 - was the research peer-reviewed?
 - are there any guarantees that the research results can be trusted, e.g., were multiple research strategies used?
 - what is your assessment of the reliability of the research?
- 5) The critique should describe the methods that will be used to implement and monitor the plan
 - does the plan describe the specific tasks to be completed to implement the plan?
 - does the plan assign responsibilities for completing the tasks?
 - does the plan contain monitoring methods to determine whether the goals and objectives are being met?
 - who is responsible for ensuring that the plan is carried out?
 - does the business or agency have both the authority and the means to monitor and carry out the plan?
 - does the plan contain a schedule and projected budget for completion of tasks?
- 6) Does the plan appear to be “strategic”?
 - why or why not?
 - does this affect the plan’s potential effectiveness?
- 7) General critique
 - is the plan written in clear, concise, and easy to understand style?
 - does the plan make use of sufficient use of graphics?
 - does the plan contain adequate supporting documents?
- 8) Other—your overall assessment about whether the plan would be effective

General requirements

- 1) Critiques should be typed
- 2) Critiques will be graded on professional appearance (yes...spelling and grammar matter).